

DUPLICATE

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Specialized Media Services INC.
Attention: Accounts Payable
Discovery Place
C/O Specialized Media Services
741 Kenilworth Ave., Suite 204
Charlotte, NC 28204

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
952262-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WXII	WXII House Local WXII Hous	Winston Salem	Local

Advertiser	Product	Estimate Number
Newby & Berry/R/Supreme	NC SUPREME COURT	

Flight Dates	Order #	Alt Order #
10/15/12 - 11/10/12	952262	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
8007		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/15/12	10/28/12	WXII 12 Sa/Su News at 6:6-8am		-----S-	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	-----S-				1	\$225.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Sa	10/20/12	6:57 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	NEWBYBERRYREVI SED	\$225.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	-----S-				1	\$225.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	Sa	10/27/12	7:09 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	NEWBYBERRYREVI SED	\$225.00 NM
2	10/15/12	10/28/12	NBC Saturday Today	8-10am		-----S-	:30	1	\$350.00 NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	-----S-				1	\$350.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Sa	10/20/12	9:28 AM	NBC Saturday Today	8-10am	:30	NEWBYBERRYREVI SED	\$350.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	-----S-				1	\$350.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	Sa	10/27/12	8:56 AM	NBC Saturday Today	8-10am	:30	NEWBYBERRYREVI SED	\$350.00 NM
3	10/15/12	10/21/12	WXII 12 Sa/Su News at 6:6-8am		-----S	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	-----S				1	\$175.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Su	10/21/12	6:12 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	NEWBYBERRYREVI SED	\$175.00 NM
4	10/15/12	10/21/12	M-F WXII 12 News @ 5 p 5-6pm		-TWTF--	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	-TWTF--				1	\$600.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/16/12	5:57 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	NEWBYBERRYREVI SED	\$600.00 NM
5	10/22/12	10/28/12	M-F WXII 12 News @ 5 p 5-6pm		MTWTF--	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	MTWTF--				2	\$600.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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952262-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Newby & Berry/R/Supreme	NC SUPREME COURT		

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/22/12	10/28/12	M-F WXII 12 News @ 5 p 5-6pm		MTWTF--	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 5:45 PM M-F WXII 12 News @ 5 pm 5-6pm :30 NEWBYBERRYREVI SED \$600.00 NM									
2 WXII Tu 10/23/12 5:27 PM M-F WXII 12 News @ 5 pm 5-6pm :30 NEWBYBERRYREVI SED \$600.00 NM									
6	10/22/12	10/28/12	NBC Today Show	7-9am	MTWTF--	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 MTWTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/23/12 7:28 AM NBC Today Show 7-9am :30 NEWBYBERRYREVI SED \$500.00 NM									
2 WXII W 10/24/12 8:29 AM NBC Today Show 7-9am :30 NEWBYBERRYREVI SED \$500.00 NM									
7	10/15/12	10/21/12	NBC Today Show	7-9am	-TWTF--	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Th 10/18/12 7:58 AM NBC Today Show 7-9am :30 NEWBYBERRYREVI SED \$500.00 NM									
10	10/22/12	10/28/12	M-F WXII 12 News @ 6 a 6-7am		MTWTF--	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 MTWTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII M 10/22/12 6:22 AM M-F WXII 12 News @ 6 am 6-7am :30 NEWBYBERRYREVI SED \$500.00 NM									
1 WXII Tu 10/23/12 5:58 AM M-F WXII 12 News @ 6 am 6-7am :30 NEWBYBERRYREVI SED \$500.00 NM									
11	10/15/12	10/21/12	M-F WXII 12 News @ 6 a 6-7am		-TWTF--	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 MTWTF-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII F 10/19/12 6:22 AM M-F WXII 12 News @ 6 am 6-7am :30 NEWBYBERRYREVI SED \$500.00 NM									
12	10/15/12	10/28/12	NBC Meet the Press	9-10am	-----S	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----S 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 10/21/12 9:59 AM NBC Meet the Press 9-10am :30 NEWBYBERRYREVI SED \$400.00 NM									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 -----S 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII Su 10/28/12 9:59 AM NBC Meet the Press 9-10am :30 NEWBYBERRYREVI SED \$400.00 NM									
14	10/15/12	10/21/12	M-Su WXII 12 News @ 11-11-1135pm		-TWTF--	:30	3	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -TWTF-- 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/16/12 11:32 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 NEWBYBERRYREVI SED \$600.00 NM									
2 WXII W 10/17/12 11:23 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 NEWBYBERRYREVI SED \$600.00 NM									
3 WXII Th 10/18/12 11:11 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 NEWBYBERRYREVI SED \$600.00 NM									
15	10/22/12	10/28/12	M-Su WXII 12 News @ 11-11-1135pm		MTWTF--	:30	3	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 MTWTF-- 3 \$600.00									



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Newby & Berry/R/Supreme	NC SUPREME COURT		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	10/22/12	10/28/12	M-Su WXII 12 News @ 11-1135pm	11-1135pm	MTWTF--	:30	3	\$600.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
6	WXII	Tu	10/23/12	11:23 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	NEWBYBERRYREVI SED	\$600.00 NM
4	WXII	W	10/24/12	11:32 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	NEWBYBERRYREVI SED	\$600.00 NM
5	WXII	Th	10/25/12	11:22 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	NEWBYBERRYREVI SED	\$600.00 NM
18	10/15/12	10/21/12	M-F WXII 12 News @ 6 p 6-630pm	6-630pm	-TWTF--	:30	3	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	3	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	Tu	10/16/12	6:27 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	NEWBYBERRYREVI SED	\$1,200.00 NM
1	WXII	W	10/17/12	6:29 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	NEWBYBERRYREVI SED	\$1,200.00 NM
3	WXII	F	10/19/12	6:21 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	NEWBYBERRYREVI SED	\$1,200.00 NM
19	10/22/12	11/04/12	M-F WXII 12 News @ 6 p 6-630pm	6-630pm	MTWTF--	:30	3	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	MTWTF--	3	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/23/12	6:28 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	NEWBYBERRYREVI SED	\$1,200.00 NM
3	WXII	W	10/24/12	6:21 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	NEWBYBERRYREVI SED	\$1,200.00 NM
2	WXII	Th	10/25/12	6:21 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	NEWBYBERRYREVI SED	\$1,200.00 NM
21	10/22/12	11/04/12	M-Sun Nightly News 630p-7p	630p-7p	MTWTF--	:30	2	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	MTWTF--	2	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	Tu	10/23/12	6:52 PM	M-Sun Nightly News	630p-7p	:30	NEWBYBERRYREVI SED	\$1,200.00 NM
1	WXII	W	10/24/12	6:51 PM	M-Sun Nightly News	630p-7p	:30	NEWBYBERRYREVI SED	\$1,200.00 NM
22	10/15/12	10/21/12	M-Sun Nightly News 630p-7p	630p-7p	-TWTF--	:30	2	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-TWTF--	2	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	W	10/17/12	6:59 PM	M-Sun Nightly News	630p-7p	:30	NEWBYBERRYREVI SED	\$1,200.00 NM
1	WXII	F	10/19/12	6:59 PM	M-Sun Nightly News	630p-7p	:30	NEWBYBERRYREVI SED	\$1,200.00 NM
Total Spots							32		

Payment Terms 30 Days

<u>Gross Total</u>	\$22,525.00
<u>Agency Commission</u>	\$3,378.75
<u>Net Amount Due</u>	\$19,146.25